CUGA

(same size ad: \$300.00) ncordia S Vear-round circulation 25,000 students

Who

will you reach with the Handbook?

- * a 131 million dollar market for Montreal goods and services
- * a market of 25 000 Concordia University students located on two major campuses (downtown and westend)
- * young and active consumers forming life-time consuming habits

Why

is advertising in the Handbook your smartest investment?

- * the 18,000 copies of the Handbook are quickly grabbed up by Concordia students and staff through 12 conveniently located distribution points in August and early September
- * students value the Handbook's informative and entertaining

content and refer to it throughout the entire school year

- * the Handbook's new convenient agenda format means your advertisement receives excellent exposure
- * it's inexpensive. A half-page ad will reach more than 20 000 students at a cost of less than .02 cents per reader

What

are these students looking for?

- * bars and restaurants
- * clothing
- * personal care products
- * sports and leisure equipment
- * automobiles and accessories
- * electronic hardware and software
- * stereos, televisions, and VCRs
- * books, magazines, records, films
- * recreational activities
- * your goods or services



The Student Market

Looking for a good place to invest your advertising dollars?
Why not try the Concordia University Student Handbook?

- * Concordia students will be spending more than 131 million dollars on goods and services this year.
- * Half of Concordia's student population are under 25 and the consuming habits they are developing now are likely to stretch far into the future.
- * One third of these students will be new to Concordia and will be looking for goods and services to meet their needs.
- * Reach this large and important market through an effective and inexpensive ad in the Handbook.

Facts about the Quebec student market

Average Issue Readership Age and Number of Concordia Students (1983-84) Flare 7.6 16-19 1.160 Maclean's 11.6 20-24 11,829 25-29 5.159 Time 25.9 30-34 2.785 Chatelaine 23.0 35-39 1.802 TV Guide 24.0 40-44 1.031 **Campus Publications** 78.3 45 plus 1,407 Daily Newspapers 74.3 total no. of students: 25,000 average age: 27

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Singeul	reiznie	ACTIVITIES

Jogging	60%
Tennis	63%
Photography	50%
Movie-going	93%
Skiing	50%
Regular Bar	
customers	55%

These figures are based on the Campus Survey published by Campus Plus of Toronto and the Concordia University Statistics Book 1983-84.

(same size ad: \$45.00)

rates

size	agate lines	price
full-page	200	\$300.00
half-page	100	150.00
third-page	60	90.00
quarter-page	50	75.00
sixth-page	30	45.00

- * spot colour available
- * special placement extra
- * for information on other prices, please contact our sales office.

specifications:

column width: 1.75"

page depth: 7"

terms: 50% downpayment

balance due after receipt of proof of insertion

5% discount for full payment

deadline: June 1/2, 1986.

THE HANDBOOK

published by

the Concordia University Students' Association Inc. same size ad: \$150.00)

Representing 25,000 full and part-time students at the Loyola and Sir George Williams campuses.



1455 de Maisonneuve W. Montreal, Quebec. **H3G 1M8** (514) 848-7474.